

NARRATIVE PROGRESS REPORT

Date Submitted: 4/15/09 Date Reviewed by IDOC staff and sent to ITC Rep: 4/15/08

Grantee: Greater Sandpoint Chamber of Commerce

Grant# ITCG 08-1-04

Check one: Interim X Final Report Period: From Apr 1, '09 thru Oct 31, '09
(See attachment A of Grant Contract for Dates)

Grant Manager: Amy Little

Phone: 208-263-0887, ext 208

Address: P.O. Box 928, Sandpoint, ID 83864

Element 1: Partnership Advertising:

We completed our partnership advertising element with \$2500 to the Festival at Sandpoint and \$1000 to the Lakedance Film Festival.

Element 2: Integrated Advertising:

To close out our integrated advertising element, we featured Lost in the 50s, the Wooden Boat Show and also summer events in Sandpoint in several Handle Extra issues, published by the Spokesman Review. We also participated in the summer newspaper insert program, which was a state funded coop opportunity. We successfully partnered with Schweitzer Mountain Resort. Those projects accounted for nearly \$1500 in cash match alone.

Element 3: Internet:

Nothing new to report.

Element 4: Visitor Guide:

Nothing new to report.

Element 5: Press Relations:

The 2009 PR campaign came to a close. We contracted with Big Leap Creative, and leveraged the budget with a cash match from Schweitzer Mountain and Silverwood Theme Park. The goal of the program was to gain travel stories on the Sandpoint area as a great family –friendly vacation destination by inviting key journalists to visit and experience it for themselves.

This year we hosted 14 travel writers from online and print outlets mostly in the northwest. In September, visiting writer Crai Bower included Sandpoint in a 30 minute travel segment on Seattle's NPR station, KUOW presents – Experience Fall in the Northwest. Additionally, Sandpoint had a beautiful feature in the October *Where to Retire* issue.

Keep an eye out for the November/December issue of *Big Sky Journal* for a story on Sandpoint's Winter Carnival. This year, lodging, meals and activities were provided by Schweitzer Mountain, Sleeps Cabins, 41 South and Trinity at City Beach, Lake Pend Oreille Cruises, Western Pleasure Guest Ranch and Silverwood Theme Park. This summer and fall, we hosted 13 print and/or online journalists, with 3 more scheduled this fall.

Publications represented include: *AAA Journey Magazine, Alaska Airlines, Cooking Light, Travel and Leisure Magazine, Calgary Herald, Unique Homes, Truck Trends, RV Passport, TravelGirl, Where to Retire, ForbesLife, AAA*

publications in the Midwest, *Seattle Times*, thebrooklynnomad.com, *Khaleej Times*, examiner.com, suite101.com.

In the four years of the program, we have earned well over \$250,000 in earned media and many millions of page views online.

Respectfully submitted:

A handwritten signature in black ink that reads "Amy Little". The signature is written in a cursive, flowing style.

Amy Little
Executive Director
Greater Sandpoint Chamber of Commerce
ITC 08-1-04